

U.S. Patent Application Serial No. **10/531,075**
Response filed February 1, 2010
Reply to OA dated September 30, 2009

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (Previously Presented): A heat shielding material for an agricultural and horticultural facility, comprising:

a heat shield layer comprising a substrate resin and a heat shield filler in the form of particles kneaded in said substrate resin, said heat shield layer being in the form of a single film or board,

wherein said substrate resin in said heat shield layer is polyvinyl chloride resin;

said heat shield filler in said heat shield layer is lanthanum hexaboride, the content of said heat shield filler in said heat shield layer is in the range of 0.01 to 1 g/m²; and

said heat shielding material for an agricultural and horticultural facility has a visible light transmittance in the range of 30 to 90% and a solar radiation transmittance in the range of 10 to 80%,

wherein said visible light transmittance is set to be larger by 10% or above than said solar radiation transmittance.

Claim 2-4 (Canceled)

Claim 5 (Currently Amended): A heat shielding material for an agricultural and horticultural facility, comprising: [[;]]

a heat shield layer comprising a substrate resin and a heat shield filler in the form of particles kneaded in said substrate resin, said heat shield layer being in the form of a single film or board and in a form in which said heat shield layer has been laminated on the surface of a single film or board matrix material, or two of said matrix materials,

wherein said substrate resin in said heat shield layer is polyvinyl chloride resin;

said heat shield filler in said heat shield layer is lanthanum hexaboride, the content of said heat shield filler in said heat shield layer is in the range of 0.01 to 1 g/m²; and

said heat shielding material for an agricultural and horticultural facility has a visible light transmittance in the range of 30 to 90% and a solar radiation transmittance in the range of 10 to 80%,

wherein said visible light transmittance is set to be larger by 10% or above than said solar radiation transmittance.